



Quick Reference Style Guide for Epsilon Sigma Phi (ESP)

Authorized Logos



Common Use Logo
espLogoGreen&Black.eps
(Use for all standard office printing and professional four-color process printing)

Special Use Logo
espLogoGold&Black.eps
(Limit the use of a Gold logo for recognition or special events)

1-color Print Logo
espLogoBlack.eps
(Use the black logo even if the print job is in Green or Gold, otherwise the logo will appear faded)

Watermark Logo
espWatermark.eps
(Watermark is a 10% tint of Gold. Do not create watermarks using transparency)

Website Logo
espLogoGreen&Black400x362.png
espLogoGreen&Black250x226.png
espLogoGreen&Black100x90.png
espLogoGreen&Black60x54.png
(Logo will lose sharpness if this format is printed)

Ink Colors



ESP Green

General Use (RGB values)

0,98,39

Professional Spot Colors (Pantone)

PMS 7483

Website (Hexadecimal)

#006227

Preferred Typefaces

Niagara Solid

Niagara Engraved

Arial Narrow

Arial Narrow Bold

Arial Narrow Italic

Arial Narrow Bold Italic

Logos included in ESP Publisher Templates



ESP Gold

146,119,55

PMS 8660 (Metallic)

#927737



Black

0,0,0

Black

#000000

The use of other ink colors is prohibited

Organization Name

Epsilon Sigma Phi

In a document, it is acceptable to use "ESP" subsequent to using the full name

Tagline (Slogan)

Your Key to Professional Excellence

Paper Colors



Ivory (Preferred)



White (Acceptable)

The use of other paper colors is not authorized

National Website Name

espnational.org

Do not include "www." Use Green for links and Gold for visited links.

Logo Sizing and Proportions (see the ESP Branding Guide if you are unfamiliar with resizing images properly)



Correct Proportions
Aspect Ratio 10 x 9 (width to height)

Incorrect Proportions
Height increased by 10%

Incorrect Proportions
Width increased by 10%

Incorrect File Format
Increasing the size of a non-eps file beyond its original size